

Project Development Process

A COPYWRITING SOLUTION THAT WORKS

Struggling to find the words you need to bring your work to life? Don't panic. When you choose Written by Jen you know you're in the hands of an experienced professional. From start to finish, I will work with you to understand your vision, find your voice and share your story. How? By following a process that has been carefully crafted to help get your project out of your head and down on paper where it belongs.

INTRODUCTIONS & BRIEF

1. Getting to know your work

Before I write a word, I need to understand your organisation, your people, your context and your voice.

I'll start by doing some background reading and research. I may also take some time to talk with key members of your team and service users.

I do this because...

The best way to find and share your voice is to hear it, read it and learn as much about it as I can.

I'll use this to...

Create a sample piece and outline.

2. Sample piece & outline

Rather than ploughing ahead and developing a full draft, I will send you a sample piece to pin down key messages, writing style and tone of voice.

For longer and more complex pieces, I will also send you an outline structure. This way we both know I'm hitting the right note.

I do this because...

It sets the foundation for the whole piece and helps to make sure my words are right on target.

I'll use this to...

Write a first draft you'll love.

3. Development & review

With every project it is important to factor in time for feedback and review. Generally, I allow for one round of feedback and a second round of minor edits.

Feedback can be given through tracked changes and comments, with a Zoom call to work through the finer details.

I do this because...

Writing is a process, and with your input and feedback we'll create a final project that shines.

I'll use this to...

Refine and evolve your piece to perfection.

A FINAL PRODUCT THAT ENGAGES & INSPIRES POSITIVE SOCIAL ACTION

Sound good?

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